

Summary of the 1933 Census of Service Establishments, Places of Amusement, and Hotels

By W. A. Ruff, in Charge of Service, Amusement, and Hotel Census, Bureau of the Census

SERVICE establishments and places of amusement were canvassed for the first time as part of the 1933 Census of American Business, and thus the results provide the only official data of this nature available. Although a census of hotels was taken in 1930, the canvass was restricted to hotels having 25 or more guest rooms, while the late census included all hotels, regardless of size.

Owing to the peculiar difficulties inherent in a canvass of establishments of this nature, the special problems confronting any new type of census enumeration, and the occasional misinterpretation by enumerators of official instructions, irregularities, and deficiencies in coverage no doubt exist.

Service establishments and places of amusement covered by the census comprise only those primarily engaged in service activities, or in providing amusement. There are, of course, many retail, wholesale, and manufacturing establishments which perform numerous services identical or similar to those performed by service establishments. Data for such establishments are included in the reports for the retail, wholesale, or manufactures census, as their

major activities fall in these fields. In particular, automobile repair shops are included in the retail census for the reason that an important part of this business is the sale of parts; billiard parlors are frequently operated as an adjunct to cigar stores, drinking places, and other establishments selling merchandise, and as such are included in the retail census.

Aside from the kind of business classifications shown in table 1, more than 200 other kinds of business were canvassed, the data for which are included in the "all other" groups. The 62 classifications presented represent, therefore, the more important kinds of business based on volume of receipts and the frequency with which they occur in the various States. Among those included in the census but not shown separately are amusement parks, athletic fields, bathing beaches, airports, race tracks, riding academies, laundry agencies, bottle exchanges, broadcasting stations, freight forwarders, bicycle repair shops, musical instrument repair shops, and a number of other classes of repair shops. Data for a number of these classifications are incomplete.

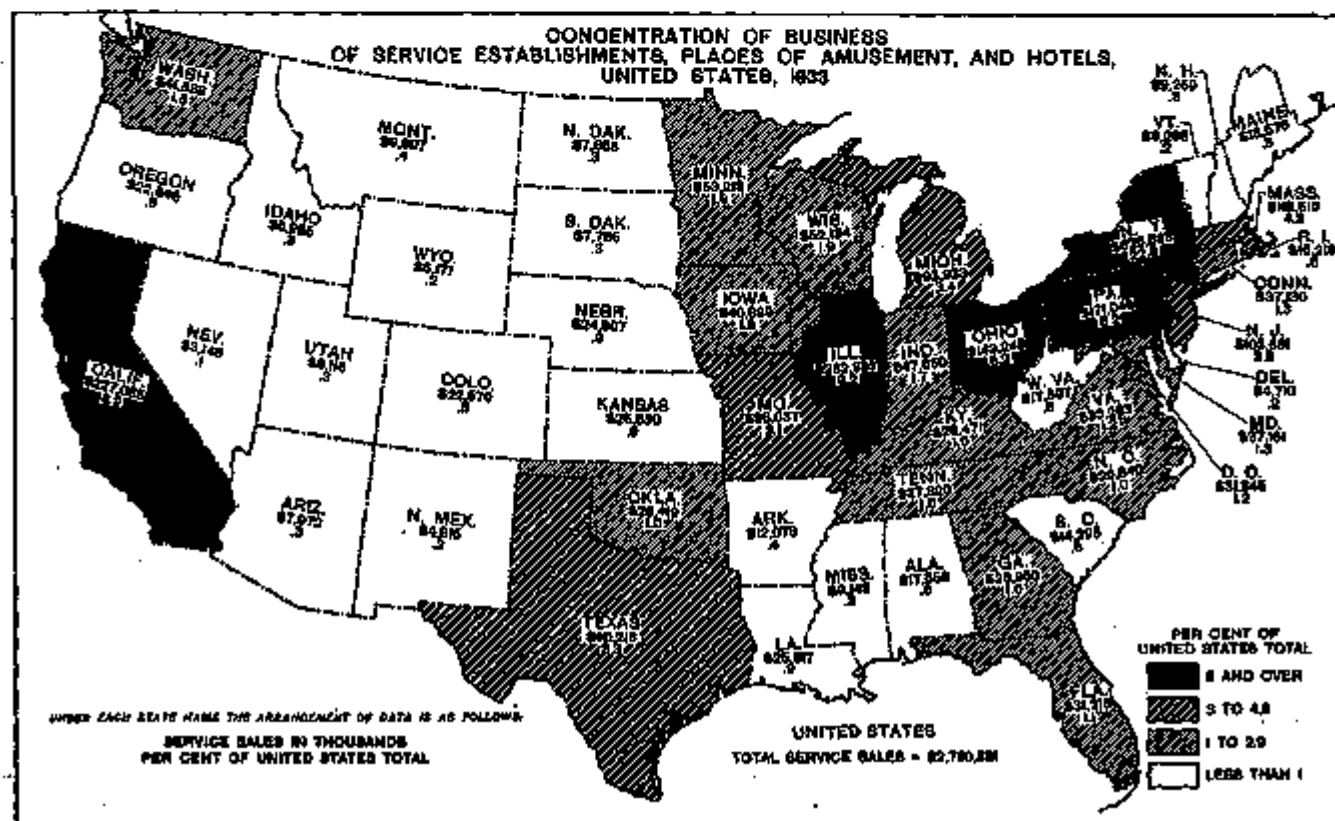


Table 1.—Summary of Service Establishments, Places of Amusement, and Hotels, for the United States, by Kind of Business, 1933

(Receipts and pay roll expressed in thousands of dollars)

Kind of business	Number of establishments	Receipts		Proprietors	Total reported pay rolls full time and part time	Full time employees		Part time employees	
		Amount	Percent of United States total			Average number	Pay roll	Average number	Pay roll
United States, total.....	504,416	9,780,881	100.00	568,444	701,584	657,481	918,783	280,818	81,909
Service establishments, total.....	488,917	1,784,114	18.45	488,468	637,817	888,190	874,438	148,824	61,460
Personal service:									
Barber shops.....	117,832	204,287	7.48	128,709	28,807	71,247	52,070	18,128	8,137
Beauty parlors.....	42,678	124,794	4.23	15,897	28,574	42,759	35,818	8,955	8,382
Cleaning, dyeing, pressing, alterations, and repair shops; and valet shops.....	64,488	135,011	4.81	58,958	30,371	28,571	21,244	12,080	9,027
Costume rental agencies.....	286	2,189	0.08	286	780	188	545	151	80
Funeral directors and embalmers.....	12,655	172,438	6.25	15,571	27,071	16,414	28,746	9,280	8,322
Fur repair and storage shops.....	1,810	5,086	0.18	1,486	1,039	1,782	814	376	258
Laundries, hand (not including power laundries).....	12,601	35,645	1.22	10,227	8,788	7,821	5,238	2,893	1,467
Laundries, power (not including power laundries).....	2,888	31,873	1.18	8,084	7,712	5,581	6,375	1,814	866
Photograph studios.....	56,426	87,183	3.15	52,781	11,581	12,579	10,247	4,738	1,881
Shoe repair shops.....	7,927	10,023	0.28	7,723	2,014	2,330	1,865	1,598	840
Shoe-shine parlors (including hat cleaning).....	2,519	30,238	0.37	2,023	2,768	2,627	2,630	860	270
Other personal services.....									
Business service:									
Adjustment and credit bureaus and collection agencies.....	1,821	35,150	1.22	1,225	15,341	11,888	14,887	931	444
Advertising agencies and billboard advertising agencies.....	1,478	188,887	6.89	1,301	28,782	11,642	28,263	2,787	1,026
Blueprinting and photostatic laboratories.....	258	8,876	0.14	258	1,185	1,041	1,148	92	57
Carriage and trucking establishments (local hauling).....	24,102	178,870	6.50	28,769	57,121	20,281	40,453	20,478	10,550
Delivery service.....	877	8,640	0.11	877	5,130	2,080	3,820	2,096	280
Dental laboratories.....	1,047	5,550	0.19	1,028	5,075	2,378	2,581	287	204
Duplicating, addressing, mailing, and mailing list service.....	672	5,796	0.21	672	2,258	1,788	1,580	287	178
Linear supply service.....	461	17,713	0.44	318	7,784	4,274	5,453	252	151
Photo-finishing laboratories.....	780	5,453	0.20	680	1,520	1,265	1,368	106	124
Sign painting shops.....	3,007	9,428	0.34	2,449	2,401	1,560	1,778	1,129	682
Storage warehouses.....	2,817	72,085	2.01	1,928	24,416	10,543	21,236	7,494	3,180
Other business services.....	2,302	127,848	4.03	1,700	44,282	30,248	34,691	28,158	10,281
Mechanical repair service:									
Automobile brake repair, rebuilding, and adjustment shops.....	241	1,840	0.07	235	430	400	508	55	27
Automobile radiator shops.....	1,094	5,734	0.21	2,089	1,024	1,211	1,221	778	408
Automobile radiator shops.....	1,187	3,030	0.19	1,386	784	608	628	244	162
Automobile top and body repair shops.....	3,626	17,778	0.44	4,270	6,381	4,040	6,284	1,873	1,097
Blacksmith shops.....	20,287	21,043	0.28	22,088	2,881	2,082	1,903	1,701	678
Cabinetmaker and carpenter repair shops.....	2,003	2,644	0.13	2,323	567	368	368	208	208
Electrical repair shops (not including retail stores with electrical repair departments).....	2,201	11,140	0.48	2,801	3,485	2,308	2,820	1,072	656
Elevator service (repair).....	141	1,618	0.06	146	644	318	347	211	109
Hayrack, ladder, and shoe repair shops.....	2,490	2,880	0.10	2,520	180	217	149	122	37
Locksmith and gunsmith shops.....	1,987	3,272	0.12	2,063	600	446	420	163	77
Mattress renovating and repair shops.....	482	1,294	0.05	482	203	264	200	157	63
Plumbing and heating repair shops.....	6,608	27,217	0.68	7,419	6,289	3,447	3,565	4,081	2,733
Radio repair shops (not including dealers in radios).....	4,501	8,145	0.22	5,078	680	650	645	306	148
Saw and tool sharpening service.....	278	1,715	0.05	287	1,847	294	262	89	44
Tinsmith, sheet metal, and roofing repair shops.....	3,181	11,066	0.43	3,400	2,004	1,622	1,638	2,075	1,264
Tire repair shops (not including retail tire dealers).....	678	1,174	0.04	637	104	169	139	54	27
Typewriter repair shops (not including total typewriter dealers).....	258	748	0.04	251	188	142	171	40	17
Upholstery and furniture repair shops.....	4,788	10,080	0.40	5,413	1,083	1,401	1,328	1,323	637
Watch, clock, and jewelry repair shops.....	9,078	14,707	0.39	10,186	1,897	1,802	1,816	582	289
Welding shops.....	2,846	10,478	0.38	2,964	2,008	1,688	2,148	780	492
Other mechanical repair services.....	5,982	17,808	0.61	6,756	4,884	3,007	3,257	1,839	1,087
Miscellaneous service:									
Automobile laundries (not including automobile laundries operated by filling stations, garages, etc.).....	733	2,001	0.07	821	668	773	464	581	304
Automobile rental service.....	581	4,420	0.20	274	1,683	1,214	1,482	214	181
Disinfectant and exterminating service.....	821	2,147	0.11	314	1,282	816	1,147	314	146
Employment agencies (not including government-operated agencies).....	783	2,574	0.12	825	1,028	1,028	1,187	181	80
Garages (storage).....	2,123	14,197	0.51	2,173	2,878	3,919	3,648	618	238
Home heating, embroidery, and buttonholing shops.....	985	1,020	0.06	1,000	387	496	517	206	80
Parking lots (not including parking lots operated by filling stations, garages, etc.).....	3,162	12,837	0.40	2,015	3,748	3,123	3,470	870	267
Tourist camps (not including camps operated as adjuncts to filling stations).....	5,846	2,453	0.31	7,021	1,157	1,785	981	785	200
Window cleaning service.....	887	5,108	0.19	410	3,108	2,675	2,094	783	440
Other miscellaneous services.....	3,883	21,103	0.77	4,310	7,346	6,755	6,293	1,581	1,083
Amusements, total.....	50,737	880,918	18.01	29,287	117,287	87,819	108,968	24,787	10,819
Billiard and pool parlors, and bowling alleys.....	11,438	31,710	1.15	13,046	7,482	9,818	8,716	7,075	1,786
Dance halls.....	2,833	18,248	0.37	3,413	3,885	2,894	2,941	2,384	1,816
Skating rinks.....	261	1,006	0.04	327	200	248	222	175	77
Theaters, total.....	10,265	415,183	18.04	8,384	26,423	82,130	50,419	12,887	4,903
Theaters—legitimate stage and opera.....	122	8,811	0.31	09	3,846	1,162	2,457	448	299
Theaters—motion picture.....	8,490	288,316	12.91	8,024	71,481	54,028	67,009	11,086	4,442
Theaters—motion picture and vaudeville.....	644	86,228	1.82	191	10,360	7,224	10,003	711	243
Other amusements, total.....	4,827	82,102	2.25	5,284	28,338	12,020	17,770	6,294	2,466
Hotels, total.....	19,488	115,549	18.67	33,884	148,888	918,918	128,708	81,808	6,191
Year-round, total.....	27,128	483,541	30,713	140,873	208,870	134,746	28,835	6,277
American plan.....	4,044	24,474	1.26	5,017	9,240	14,578	8,700	1,936	600
European plan.....	18,988	400,109	14.66	20,696	116,292	187,316	111,429	16,899	4,883
Mixed—American and European.....	4,188	58,958	2.83	5,100	18,441	26,802	14,517	2,170	674
Seasonal, total.....	2,834	22,389	2,972	6,807	8,849	5,013	838	284
American plan.....	1,283	12,500	0.45	1,663	3,076	4,888	2,980	580	108
European plan.....	604	4,202	0.14	718	833	1,428	863	142	50
Mixed—American and European.....	407	5,687	0.20	591	1,298	2,095	1,221	201	78

A number of kinds of business which might reasonably be regarded as service establishments or places of amusement were not included in the canvass. Certain businesses were excluded because they are being covered by some other adequate statistical series, and in other cases the nature of the business was such as to make it virtually impossible to secure accurate data on a census basis relative to its activities. The more important kinds of business excluded, not already noted, were power laundries, transportation companies, boarding houses, educational institutions,

real-estate activities, and insurance companies, nor does the census include doctors, lawyers, dentists, and others performing professional and scientific services.

CONCENTRATION OF BUSINESS

The accompanying map, based on the results of the census, shows that more than 50 percent of the total business of service establishments, places of amusement, and hotels, of the United States is concentrated in five States: New York, Illinois, California,

Table 2.—Summary of Service Establishments, Places of Amusement, and Hotels, by States, 1933
(Receipts and pay roll expressed in thousands of dollars)

State	Number of establishments	Rank according to volume of business	Receipts		Proprietors	Total reported pay roll full time and part time	Full-time employees		Part-time employees	
			Amount	Percent of United States total			Average number	Pay roll	Average number	Pay roll
United States, total	502,418		1,700,681	100.00	845,444	761,584	657,481	618,784	292,515	31,809
New England, total	38,789		103,909	7.2	33,864	33,005	45,008	44,488	14,170	4,133
Connecticut	2,788	17	37,130	1.3	7,043	9,228	8,006	8,618	2,730	1,719
Maine	3,013	34	19,078	.8	4,068	2,978	3,817	2,458	1,196	487
Massachusetts	19,720	8	118,646	4.3	20,343	33,289	27,002	29,286	7,072	3,301
New Hampshire	2,060	38	9,206	.3	2,305	3,100	2,671	3,374	690	275
Rhode Island	2,861	23	15,216	.8	3,030	4,037	3,312	3,487	1,114	438
Vermont	1,730	45	8,285	.2	1,916	1,688	1,729	1,238	470	150
Middle Atlantic, total	191,860		661,633	38.8	230,978	317,698	198,703	194,841	47,873	22,243
New Jersey	27,012	7	100,031	5.8	21,831	24,034	20,864	21,305	7,183	3,319
New York	94,169	1	420,893	22.8	70,784	180,300	108,586	135,066	27,281	12,203
Pennsylvania	35,142	4	171,049	6.2	38,551	43,300	38,853	36,945	13,500	5,715
East North Central, total	108,243		339,958	19.8	117,958	134,845	139,382	134,311	46,564	13,380
Illinois	35,173	2	262,063	15.2	85,201	90,239	63,024	68,714	18,568	7,515
Indiana	13,028	13	47,000	2.7	14,017	11,796	12,706	9,815	3,274	1,443
Michigan	18,680	6	65,083	3.7	20,188	25,140	24,334	21,458	7,380	2,730
Ohio	20,921	5	143,848	8.3	32,304	37,321	34,082	31,292	11,292	4,788
Wisconsin	12,330	19	62,184	3.5	13,740	12,060	11,005	10,175	3,442	1,584
West North Central, total	61,880		248,518	14.5	67,587	89,481	84,434	84,094	18,418	7,077
Iowa	11,568	15	40,008	2.3	12,700	8,900	9,059	7,354	3,150	1,158
Kansas	8,817	26	23,830	1.4	9,811	6,473	7,284	4,727	2,112	740
Minnesota	11,037	11	33,333	1.9	12,100	10,071	13,367	11,014	3,808	1,407
Missouri	17,091	10	30,037	1.7	18,832	24,687	24,201	22,005	8,080	2,581
Nebraska	2,640	38	24,900	.9	8,688	6,405	6,005	4,651	2,217	775
North Dakota	2,693	43	7,036	.3	2,638	1,434	1,387	1,228	633	168
South Dakota	2,789	42	7,785	.3	2,038	1,571	1,400	1,268	720	305
South Atlantic, total	44,989		133,378	7.8	48,681	60,715	73,084	63,484	18,449	6,087
Delaware	981	48	4,710	.2	1,008	1,086	1,932	927	400	171
District of Columbia	2,413	18	21,846	1.2	2,450	2,603	2,849	3,174	1,081	429
Florida	0,770	28	21,215	1.1	6,083	5,288	10,719	7,004	2,270	684
Georgia	0,389	24	28,043	1.5	2,100	2,221	10,759	6,017	2,273	684
Maryland	0,325	35	37,161	1.3	2,188	2,822	9,458	6,023	2,008	1,303
North Carolina	4,227	25	20,148	1.1	7,048	7,107	8,808	6,415	2,295	891
South Carolina	3,354	34	14,365	.7	4,173	3,874	3,307	3,040	1,084	424
Virginia	1,405	19	13,293	.7	7,904	9,189	10,970	7,940	3,309	1,204
West Virginia	4,045	31	17,697	.8	6,087	4,334	5,199	3,884	1,404	486
East South Central, total	23,649		78,990	4.5	26,400	31,847	30,314	19,388	7,991	2,585
Alabama	5,320	32	17,580	.9	5,803	6,262	7,477	4,517	2,333	735
Kentucky	8,821	21	28,471	1.6	8,822	6,817	8,407	5,986	2,449	877
Mississippi	2,771	39	9,143	.5	4,151	2,820	5,033	2,101	1,082	349
Tennessee	6,721	23	27,890	1.5	7,490	7,128	10,307	6,671	2,777	787
West South Central, total	39,482		145,335	8.4	44,347	41,673	63,144	37,684	14,780	4,821
Arkansas	4,945	26	12,078	.6	4,851	2,808	4,578	2,592	1,003	276
Louisiana	5,623	27	24,817	.9	6,090	7,802	8,131	6,325	2,449	877
Oklahoma	5,674	22	25,419	1.4	6,706	7,288	8,631	6,615	2,212	849
Texas	24,110	3	60,213	3.3	25,694	20,941	30,014	31,589	9,045	2,885
Mountain, total	18,800		68,083	3.9	18,889	18,945	18,116	14,808	4,896	2,019
Arizona	1,548	41	7,972	.3	1,404	2,085	2,285	1,889	409	178
Colorado	5,828	30	22,979	1.3	5,180	5,033	6,481	5,374	1,735	675
Idaho	1,873	44	6,985	.3	3,119	1,459	1,422	1,240	329	129
Montana	2,400	37	9,807	.5	2,770	2,006	2,079	1,774	583	234
Nebraska	2,641	40	3,148	.1	888	884	602	583	208	101
New Mexico	1,258	47	4,815	.2	1,436	1,211	1,700	1,080	444	112
Utah	1,974	40	6,110	.3	2,248	2,189	2,300	1,315	444	174
Wyoming	1,159	45	5,171	.2	1,851	1,165	1,268	1,022	414	143
Pacific, total	40,924		201,189	11.8	53,089	78,618	66,725	66,087	24,181	12,445
California	34,989	3	237,065	13.8	38,620	61,200	80,684	82,144	18,838	8,186
Oregon	3,805	30	23,849	1.3	5,492	6,013	6,270	4,729	2,427	1,284
Washington	2,189	14	41,685	2.3	8,750	12,213	10,271	8,195	3,865	2,019

Pennsylvania, and Ohio. Ten States account for more than two-thirds of the total. While the same five States lead in the volume of retail trade (although they rank differently), they account for less than 43 percent of the total retail business.

Naturally enough, per capita expenditures for services, amusements, and hotels are largest in those States which have a preponderance of urban population, particularly in the States in which the larger cities are located. The annual per capita expenditures for 48 States and the District of Columbia ranged from less than \$5 in Mississippi to more than \$65 in the District of Columbia. In the South the annual per capita expenditures ran consistently lower than the average for the Nation, with the exception of the States of Maryland and Florida, both of which approximated the United States average of \$22.49.

IMPORTANCE OF INDIVIDUAL KINDS OF BUSINESS

Of the 443,217 service establishments enumerated 117,832, or more than a fourth, were barber shops. Cleaning and pressing shops ranked second with 55,459 establishments; shoe repair shops third with 50,425; beauty parlors fourth with 42,073; cartage and trucking establishments engaged primarily in local hauling fifth with 23,102; and blacksmith shops sixth with 20,257. These same six kinds of business have 52 percent of the employees, pay 45 percent of the wages and salaries, and account for 43 percent of the total receipts of all service establishments enumerated.

From the standpoint of full-time employment (exclusive of proprietors actually engaged in the business), barber shops ranked first, employing 71,347 persons; beauty parlors, second, with 42,733 employees; cartage and trucking, third, with 39,291; cleaning and pressing, fourth, with 23,274; storage warehouses, fifth, with 16,543; and funeral directors and embalmers, sixth, with 16,414 employees. Of the 356,190 persons employed full time in the service industries, 214,602 or 60 percent were employed in the six above-mentioned kinds of establishments.

Hotels may reasonably be regarded as a part of the service group, but because of the unique position they occupy in this field, they are classified separately. The 29,462 hotels for which reports were secured gave employment to 213,919 full-time employees and 21,908 part-time employees, paid wages in 1933 aggregating \$146,208,000 out of total receipts for the year of \$515,549,000. If ranked with the service group, hotels would be first from the standpoint of both receipts and employment, representing 23 percent of the receipts, 32 percent of the employees, and 25 percent of the service pay roll.

In the amusement group, billiard parlors and bowling alleys ranked first, from the standpoint of number, with 11,438 establishments; and theaters, second, with

10,265 establishments. Together, these two kinds of amusement enterprises represented nearly 73 percent of the total places of amusement in the country. Based on receipts, theaters came first, with \$415,153,000, and billiard parlors and bowling alleys, second, with receipts of \$31,710,000.

EMPLOYMENT AND WAGES

The 502,416 service establishments, places of amusement, and hotels in the United States gave employment in 1933 to a total of 1,406,444 persons, of which 546,444 were proprietors, 657,481 full-time employees, and 202,519 part-time employees. The large number of proprietors is explained by the fact that corporations are far in the minority in this field, most of the establishments being small businesses carried on by the proprietor without paid employees. The total number of full-time paid employees amounted to an average of only 1.31 per establishment. These employees received annual wages aggregating \$619,785,000, or an average of \$943 per employee. Part-time employees numbered 202,519, with an average compensation of \$404.

The changes in employment in service establishments, places of amusement, and hotels during 1933 is shown in table 3.

REMARKS ON THE TABLES

In drawing definite conclusions from the details of the accompanying tables, it should be borne in mind that the irregularities and deficiencies in coverage are more pronounced in certain classifications than in others. Establishments of a seasonal character were frequently not in operation at the time of the enumerator's visit and he was, therefore, unable to secure the census report.

Owing to certain field conditions over which the Bureau had no control, there is reason to believe that the canvass in the State of Pennsylvania was not entirely complete. After consideration, no attempts have been made to adjust the data for apparent underenumeration.

Table 3.—Employment in Service Establishments, Places of Amusement, and Hotels, by Months, 1933

Month	Full-time employees		Part-time employees	
	Number	Percent of average	Number	Percent of average
Average for year.....	657,481	100.0	202,519	100.0
January.....	615,158	93.6	189,206	93.6
February.....	615,795	93.7	181,481	89.6
March.....	610,299	92.8	186,364	92.0
April.....	625,344	95.1	196,945	97.3
May.....	640,080	97.5	196,106	96.9
June.....	681,640	103.7	203,476	100.5
July.....	676,061	102.8	202,319	99.9
August.....	655,900	100.0	207,802	102.6
September.....	650,416	98.9	218,212	107.8
October.....	653,228	99.4	220,561	109.1
November.....	650,882	99.0	220,867	109.1
December.....	656,684	100.0	221,734	109.5